



**DEPARTMENT OF THE ARMY**  
**OFFICE OF THE CHIEF OF PUBLIC AFFAIRS**  
**1500 ARMY PENTAGON**  
**WASHINGTON DC 20310-1500**

**S: 19 January 2009**

SAPA-CRD

03 September 2008

**MEMORANDUM OF INSTRUCTION AND IMPLEMENTATION FOR PUBLIC AFFAIRS PERSONNEL ASSIGNED TO COMMUNITY RELATIONS ACTIVITIES**

**SUBJECT:** Department of Army Community Relations Awards Program of Excellence

1. **Purpose:** To provide information on the Army's Ninth Annual Community Relations Awards Program.
2. **Applicability:** All Army public affairs and community relations officers, public affairs specialists, noncommissioned officers, and enlisted personnel assigned to community relations activities IAW Army Regulation 360-1 (Army Public Affairs Program), dated 15 Sep 2000.
3. **Description:** The intent of the Army's Community Relations Awards Program is to recognize excellence in community relations activities in three categories: Individual, Ongoing Programs, and Special Events. Also included in Awards Program is the Kathy Canham Ross Public Affairs Award of Distinction, a separate discretionary award that is presented to an Army organization or an individual to recognize extraordinary COMREL contributions. This special award is named after Kathy Canham Ross, a consummate Army Public Affairs Officer for 30 years, who set a standard of professionalism as the director of OCPA-Los Angeles, for others to emulate.
4. **Categories:** HQDA staff, ACOMS, Army Service Component Commands, Direct Reporting Units, Field Operating Agencies, and Army Reserve and Army National Guard equivalent, will submit their Top Three entries from units/schools they support, to OCPA COMREL (address, item 8), for each category – Individual, Program and Special Events. All submissions must be first-time entries, or programs newly established during the 2008 Calendar Year. An explanation of categories follows:
  - a.) **Individual Achievement** – A Soldier or civilian, serving in community relations, who accomplishes COMREL objectives in an exceptionally superior manner.
  - b.) **Ongoing Program** – An ongoing outreach program that contributes to achieving community relations objectives in an exceptionally superior manner.
  - c.) **Special Event** – Recognizes a single community relations event, tactic, technique or procedure that accomplishes public outreach in an exceptionally superior manner.

## 5. Annual Schedule:

- a. Send entries to Army Public Affairs to arrive before 19 Jan 09, via FEDEX (see item 7 for mailing address). **Do not send USPS. Packet will not arrive on time.**
- b. 3, 4 Feb 09 – Board of Judges (military/civilian community relations practitioners), will evaluate entries.
- c. End of February – First, Second and Third place winners in each category will be approved and announced by the Office of the Chief of Public Affairs.
- d. March (exact date TBA) – The Community Relations Awards will be presented at the Worldwide Public Affairs Symposium.

6. **Entry Submissions:** Applicants will submit two packets – one on CD Rom/DVD, and one hard copy. Submission deadline for the CD Rom/DVD and hard-copy packet for HQDA staff, ACOMS, Army Service Component Commands, Direct Reporting Units, Field Operating Agencies, and Army Reserve and Army National Guard equivalent, is before 19 Jan 09. Components may submit **up to (3) entries in each category (maximum of 9)**. **Endorsement letter from the appropriate higher headquarters (ACOM equivalent) must accompany each nomination packet.** **Each nomination packet must also include the name, address, e-mail address, phone number and fax number of the individual who will accept the award if selected.** Submit each core nomination packet via CD Rom/DVD in Word format of 15 pages or less. Submit single-sided core nomination with support documentation in hard copy, in a single two-inch or less, 8 ½ " x 11" tabbed three-ring binder. All support material must be on 8 ½ " x 11" paper and can be double-sided (shrink posters/maps to 2-sided sheets). **Entry requirements for each category follows:**

(a) **"Individual" Achievement Category**

- (1) Letter of endorsement from higher headquarters.
- (2) Table of contents with tabs.
  - a. Name, position, duty description **Individual** being nominated.
  - b. Justification – In two pages or less, "What were the individual's specific contributions to Army Community Relations Outreach during CY 2008. (PIs also see "Judging Criteria" in Item 7).
  - c. **Recommendation from supervisor** (one page) to include supervisor's e-mail address, telephone and fax numbers.
  - d. Support documentation for each nomination.
- (3) Entries may be supported with internal/external, print and electronic media accounts, copies of awards for Community Relations outreach activities in Calendar Year 2008 and relevant feedback mentioning **Individual** by name.

(b) **"Program" Category**

- (1) Letter of endorsement from higher headquarters.
- (2) Table of contents with tabs.
  - a. **Research (Core criteria)** – Describe the **formal and informal research methods used** to develop program. **Describe the research, planning, implementation, results of stated short / long-term goals for project, based on your research –using separate tabs for each.**

- b. **Planning** – List objectives, tactics, techniques, procedures, and results of project, including information about budget and resources allocated. **State Strategic Communication messages clearly.**
  - c. **Implementation** – Provide details on the execution of the program.
  - d. **Evaluation** – Provide documentation on how project contributed to Army's COMREL outreach objectives, and document evidence of its success and **document achievement of stated project goals.**
- (3) Recommendation from project supervisor to include supervisor's e-mail address, telephone and fax numbers.
  - (4) Provide support documentation for each nomination.
  - (5) Entries may be supported with internal/external, print and electronic media accounts, copies of awards for Community Relations outreach activities that are earned during Calendar Year 2008, and relevant feedback that mentions the program by name.

**(b) "Special Event" Category**

- (1) Letter of endorsement from higher headquarters.
- (2) Table of contents with tabs.
  - a. **Research (Core criteria)** – Describe the formal and informal research methods used to develop the event. Describe the research, planning, implementation, results of stated short and long-term goals for project based on your research, using separate tabs for each section.
  - b. **Planning** – List objectives, tactics, techniques, procedures, and results of project, including information about budget and resources allocated. **State Strategic Communication messages clearly.**
  - c. **Implementation** – Provide details on **execution** of Special Event.
  - d. **Evaluation** – Provide **documentation how project contributed to COMREL outreach objectives and document evidence of its success and achievement of stated project goals.**
- (3) Recommendation from project supervisor to include supervisor's e-mail address, telephone and fax numbers.
- (4) Provide support documentation for each nomination.
- (5) Entries may be supported with internal/external, print and electronic media accounts, copies of awards for Community Relations outreach activities that are earned during Calendar Year 2008, and relevant feedback that mentions the event by name.

**7. Judging Criteria:** Community Relations Board of Judges will **evaluate each entry on its achievement of stated goals, PLUS their successful contribution to Army Community Relations outreach objectives.** COMREL objectives are:

- Increase public awareness.
- Foster good community relations.
- Inspire patriotism.
- Maintain the Army's respected reputation.
- Support recruiting efforts.

- a. There will be a panel of judges for each category. Judges will have expertise in public affairs, public relations, and community relations. OCPA's Community Relations Team will select the Board of Judges from experienced professionals.
- b. Feedback from former judges: The following are some "general observations" that you should consider as you package your nominations:

- Don't confuse goals and objectives. **Objectives** need to be "measurable" and **their achievement must be specifically documented for each entry.**"
- Some events appeared to be organized "on the fly" in response to an immediate need. This is readily apparent to judges and works against you.
- Do not disregard **ties with Recruiting efforts**, even if they are subliminal.
- **Entries** must reflect thorough **research; based on communication plan.**
- Identify "key strategic messages." Document how entry supports them.
- Identify the reason why the project was necessary.

8. **Submission Address:** Send all entry packages via FEDEX to ensure timely deliveries. To expedite receipt of your entries, send them with receipt verification requested to the following address:

OFFICE OF THE CHIEF, ARMY PUBLIC AFFAIRS  
ARMY COMMUNITY RELATIONS DIVISION  
ATTN: SAPA-CRD  
1500 Army Pentagon, Room 1D470  
Washington, DC 20310-1500

9. Point of Contact for Army Community Relations Awards program is Mr. Thomas Hankus at (703) 695-6547. Email: [Thomas.Hankus@hqda.army.mil](mailto:Thomas.Hankus@hqda.army.mil).

10. Please read this document very carefully. There are **highlighted requirements** that **must be addressed in your submissions for CY 08.**



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